

## CLAIMS

What is claimed is:

1. A method for dynamically selecting web objects for delivery to a resource-limited microbrowser based upon user preferences and the state of the microbrowser, said web objects having one or more associated characteristics, said method comprising the steps of:
  - receiving a data set of at least one microbrowser receiving limitation including a microbrowser state condition;
  - selecting one or more web objects having characteristics which meet said receiving limitation and microbrowser state condition; and
  - transmitting said selected web objects to a microbrowser.
2. The method as set forth in Claim 1 wherein said step of selecting one or more web objects comprises consulting an index of web object characteristics.
3. The method as set forth in Claim 1 wherein said step of receiving a data set comprises receiving a limitation indication selected from the group of a maximum transmission time, a maximum number of display colors, a maximum display area, a maximum memory consumption, a restriction on executable code, a restriction on animated images, battery condition indication, and network connection mode.
4. A method for dynamically selecting web objects for delivery to a resource-limited microbrowser, said web objects having one or more associated characteristics, said method comprising the steps of:

sending a data set of at least one microbrowser receiving limitation and one microbrowser state condition to a web object server;

receiving a set of web objects having characteristics which meet said limitation and state condition; and

5 displaying, playing, or otherwise executing said received web objects in a microbrowser.

5. The method as set forth in Claim 1 wherein said step of sending a data set comprises sending a limitation indication selected from the group of a maximum transmission time, a maximum number of display colors, a maximum display area, a maximum memory consumption, a restriction on  
10 executable code, a restriction on animated images, battery condition indication and network connection mode.
6. The method as set forth in Claim 1 wherein said step of sending a data set comprises sending a cookie to a server.
- 15 7. A computer readable medium encoded with software for dynamically selecting web objects for delivery to a resource-constrained microbrowser based upon user preferences and the state of the microbrowser, said web objects having one or more associated characteristics, said software causing a server to perform the steps of:
- 20 receiving a data set of at least one microbrowser receiving limitation and one microbrowser state indication;

selecting one or more web objects having characteristics which meet  
said receiving limitation and state indication; and

transmitting said selected web objects to a microbrowser.

8. The computer readable medium as set forth in Claim 7 wherein said software  
5 for selecting one or more web objects comprises software for consulting an  
index of web object characteristics.
9. The computer readable medium as set forth in Claim 7 wherein said software  
for receiving a data set comprises software for receiving a limitation  
indication  
10 selected from the group of a maximum transmission time, a maximum number  
of display colors, a maximum display area, a maximum memory consumption,  
a restriction on executable code, a restriction on animated images, battery  
condition indication, and a network connection mode.
10. A computer readable medium encoded with software for dynamically selecting  
15 web objects for delivery to a resource-limited microbrowser based upon user  
preferences and the state of the microbrowser, said web objects having one or  
more associated characteristics, said software causing a microbrowser to  
perform the steps of:
- 20 sending a data set of at least one microbrowser receiving limitation and  
at least one microbrowser state condition to a web object server;  
receiving a set of web objects having characteristics which meet said  
limitation and state condition; and

displaying, playing, or otherwise executing said received web objects  
in a microbrowser.

11. The computer readable medium as set forth in Claim 10 wherein said software  
for sending a data set comprises software for sending a limitation indication  
5 selected from the group of a maximum transmission time, a maximum number  
of display colors, a maximum display area, a maximum memory consumption,  
a restriction on executable code, a restriction on animated images, battery  
condition indication, and network connection mode.
12. The computer readable medium as set forth in Claim 10 wherein said software  
10 for sending a data set comprises software for sending a cookie to a server.
13. A dynamic browsing governor for a microbrowser driven by user preferences  
and the state of the microbrowser, said microbrowser having an ability to  
request a plurality of web objects from a server, to receive web objects from a  
server, and to display, play or otherwise execute web objects, said dynamic  
15 browsing governor comprising:
- an Advertisement Configuration Data (ACD) set containing at least  
one limitation for receipt of web objects and one microbrowser state  
condition; and
- an ACD transmitter for sending said ACD to a server such that a server  
20 may consider said ACD when selecting and transmitting web objects back to  
said microbrowser.

14. The dynamic browsing governor as set forth in Claim 14 wherein said ACD transmitter is adapted to send said ACD with a page request.
15. The dynamic browsing governor as set forth in Claim 14 wherein said ACD transmitter is adapted to send said ACD responsive to receipt of an ACD request from a server.
16. The dynamic browsing governor as set forth in Claim 14 wherein said ACD is adapted to contain limitation indicators selected from the group of a maximum transmission time, a maximum number of display colors, a maximum display area, a maximum memory consumption, a restriction on executable code, a restriction on animated images, a battery condition indication, and network connection mode.
17. A dynamic serving governor for a server of microbrowser driven by user preferences and the state of the microbrowser, said server having an ability to receive request a plurality of web objects from a microbrowser and to transmit web objects to a microbrowser, said dynamic serving governor comprising:
- an Advertisement Configuration Data (ACD) set receiver for receiving from a microbrowser a ACD containing at least one limitation for receipt of web objects and at least one microbrowser state condition; and
- a web object selector for selecting for transmission web objects which meet said ACD limitations.
18. The dynamic serving governor as set forth in Claim 17 wherein said ACD receiver is adapted to receive said ACD with a page request.

19. The dynamic serving governor as set forth in Claim 17 wherein said ACD receiver is adapted to receive said ACD in the form of a cookie.
20. The dynamic serving governor as set forth in Claim 17 wherein said ACD receiver is adapted to request said ACD from a microbrowser.
- 5 21. The dynamic serving governor as set forth in Claim 17 wherein said web object selector adapted to select web objects which match at least one web object characteristic selected from the group of a maximum transmission time, a maximum number of display colors, a maximum display area, a maximum memory consumption, a restriction on executable code, a restriction on animated images, a battery condition indication, and a network connection mode.
- 10 22. A method for preserving battery life in a portable networked client device by restricting the types of web objects received by the client device based upon battery conditions, said method comprising the steps of:
- 15       determining the condition of a battery in a networked client device;
- transmitting said battery condition from said networked client device to a web server;
- selecting only essential web objects in a web page for transmission by said web server to said client device if said battery condition is low, otherwise
- 20       selecting all web objects in a web page for transmission by said web server to said client device; and
- transmitting said selected web objects to said networked client device.

23. The method as set forth in Claim 22 wherein said step of selecting only essential web objects in a web page for transmission by said web server to said client device if said battery condition is low comprises restricting from transmission advertisement web objects.
- 5 24. The method as set forth in Claim 22 wherein said step of selecting only essential web objects in a web page for transmission by said web server to said client device if said battery condition is low comprises restricting from transmission animated graphical web objects.
- 10 25. The method as set forth in Claim 22 wherein said step of selecting only essential web objects in a web page for transmission by said web server to said client device if said battery condition is low comprises restricting from transmission video segment and clip web objects.
- 15 26. The method as set forth in Claim 22 wherein said step of selecting only essential web objects in a web page for transmission by said web server to said client device if said battery condition is low comprises restricting from transmission sound and audio web objects.
- 20 27. The method as set forth in Claim 22 wherein said step of selecting only essential web objects in a web page for transmission by said web server to said client device if said battery condition is low comprises restricting from transmission multicolor web objects.